



KSHB-TV

ORDER

Flight Dates **10/30/12-11/05/12**

Contract / Revision **315642 /** **430-Missourians for Fair and Impai**
Original Date / Revision
 10/23/12 10/23/12
Advertiser **Missourians for Fair and Imj**
650 Massachusetts Avenue NW - S
Washington, DC 20001

Agency **Buying Time LLC**

Buying Contact

650 Massachusetts Avenue NW - S
Washington, DC 20001

Product
Agency Com 15%
Billing Contact

Sales Office EWSDC
Sales Region NAT
Agency Ref 2

Order Sep 00:20:00
Estimate # **2504 MFICC Broadcast 10.30-1**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL ISS
Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
 Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share %	Market Value
Competing Station	% of Order Amount
CABLE	%
KCPT	%
KCTV	%
KCWE	%
KMBC	%
KMCI	%
KPXE	%
KSMO	%
UNKWN	100%
WDAF	%

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	45	\$30,068.75	\$35,375.00	0.00	10/29/12	11/05/12	45	\$30,068.75	\$35,375.00
Totals	45	\$30,068.75	\$35,375.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	10/30/12	11/05/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	111-1--	:30	4	\$600.00	P-1	0.00 NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	111-1--		4		\$600.00		0.00				
N 2	KSHB	10/30/12	11/05/12	Today Show Today Show	CM	7-9a	11-1--	:30	3	\$750.00	FX	0.00 NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	11-1--		3		\$750.00		0.00				
N 3	KSHB	10/31/12	11/05/12	M-F 4-430p Jeopardy	CM	4-430p	1-1-1--	:30	3	\$400.00	P-2	0.00 NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	1-1-1--		3		\$400.00		0.00				



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Print Date: 10/23/12

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Contract / Revision **315642** Flight Dates **10/30/12-11/05/12**

Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

Order Sep 00:20:00

Advertiser **Missourians for Fair and In** Product **430-Missourians for Fair an** Estimate # **2504 MFICC Broadcast 10.30-**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 4	KSHB	10/30/12	11/05/12	M-F 430-5p Action News @ 430PM	CM	430-5p	11111--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	11111--					5	\$450.00		0.00			
N 5	KSHB	10/30/12	11/05/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	11111--	:30	5	\$800.00	P-1	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	11111--					5	\$800.00		0.00			
N 6	KSHB	11/01/12	11/05/12	Nightly News Nightly News	CM	530-6p	1--1---	:30	2	\$2,700.00	FX	0.00	NM	2	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	1--1---					2	\$2,700.00		0.00			
N 7	KSHB	10/31/12	11/05/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	1-111--	:30	4	\$1,200.00	FX	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	1-111--					4	\$1,200.00		0.00			
N 8	KSHB	10/30/12	11/05/12	M-F Late News M-F Late News	CM	10-1035p	1111---	:30	4	\$1,500.00	P-1	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	1111---					4	\$1,500.00		0.00			
N 9	KSHB	11/03/12	11/03/12	NBC Action News at 5p 5a NBC Action News at 5p 5a	CM	5-530p	-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S-					1	\$400.00		0.00			
N 10	KSHB	11/03/12	11/03/12	NBC Action News at 6p 5a Sa 6-630p	CM	6-630p	-----S-	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S-					1	\$450.00		0.00			
N 11	KSHB	11/04/12	11/04/12	Sun 630-7a Sun 630-7a	CM	Sun 630-7a	-----S	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S					1	\$100.00		0.00			
N 12	KSHB	11/04/12	11/04/12	Su Today Show Su Today Show	CM	7-8a	-----S	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S					1	\$350.00		0.00			
N 13	KSHB	11/04/12	11/04/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----S	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S					1	\$300.00		0.00			
N 14	KSHB	11/04/12	11/04/12	Su 9-10a Su 9-10a	CM	9-10a	-----S	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S					1	\$2,000.00		0.00			
N 15	KSHB	11/04/12	11/04/12	M-Su Late News Su Late News	CM	10-11p Su	-----S	:30	1	\$1,300.00	P-1	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S					1	\$1,300.00		0.00			
N 16	KSHB	10/30/12	11/01/12	Today Show II Today Show II	CM	9-10a	-111---	:30	3	\$350.00	P-1	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Advertiser **Missourians for Fair and In** Product **430-Missourians for Fair an** Estimate # **2504 MFICC Broadcast 10.30-**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 16	KSHB	10/30/12	11/01/12	Today Show II	CM	9-10a	- 111 - - -	:30	3	\$350.00	P-1	0.00	NM	3	\$1,050.00	
				Today Show II												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	- 111 - - -			3		\$350.00		0.00					
N 17	KSHB	10/30/12	11/05/12	M-F 11a-12p	CM	11a-12p	11111 - -	:30	5	\$225.00	P-1	0.00	NM	5	\$1,125.00	
				M-F 11a-12p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	11111 - -			5		\$225.00		0.00					
Totals														45	\$35,375.00	